



MORGAN COUNTY TOURISM PROFILE

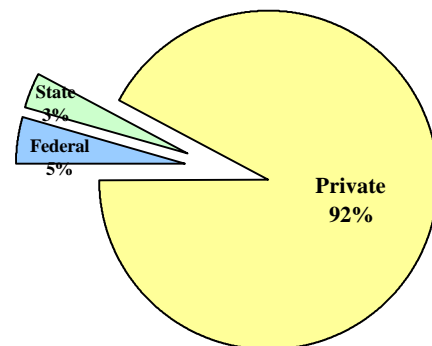
| County Indicator | 1996 | 1997 | 1998 | 1999 | 2000 | 2001(p) | % Change 2000-2001 | State Ranking |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | | | | |
| Population | 6,633 | 6,705 | 6,889 | 6,973 | 7,181 | 7,297 | 1.6% | 22 |
| Total Non-Ag Employment | 1,462 | 1,528 | 1,560 | 1,522 | 1,561 | 1,636 | 4.8% | 25 |
| Non-Ag Avg Monthly Wage | \$1,938 | \$1,923 | \$1,947 | \$2,001 | \$2,070 | \$2,133 | 3.0% | 13 |
| Per Capita Income | \$17,251 | \$18,451 | \$20,074 | \$20,779 | \$21,995 | \$22,708 | 3.2% | 8 |
| Unemployment Rate | 4.3% | 3.8% | 3.9% | 4.1% | 3.6% | 3.6% | 0.0% | 3 |
| SPENDING & EMPLOYMENT | | | | | | | | |
| Spending by Travelers (Millions) | \$5.7 | \$6.6 | \$6.5 | \$6.8 | \$6.8 | \$7.0 | 2.9% | 28 |
| Travel & Tourism Related Employment | 106 | 122 | 121 | 128 | 129 | 140 | 8.5% | 28 |
| TOURISM TAX REVENUES (000s) | | | | | | | | |
| Local Tax Revenues from Traveler Spending | \$119 | \$138 | \$136 | \$142 | \$142 | \$146 | 2.8% | 28 |
| Gross Taxable Room Rents | \$37 | \$36 | \$29 | \$32 | \$38 | \$78 | 103.4% | 29 |
| Transient Room Tax | \$1.1 | \$1.1 | \$0.9 | \$1.0 | \$1.1 | \$2.3 | 109.1% | 29 |
| Restaurant Tax | \$16.6 | \$15.5 | \$15.7 | \$21.4 | \$19.9 | \$22.2 | 11.6% | 23 |
| Car Rental Tax | -- | -- | -- | -- | -- | \$0.0 | NA | NA |
| Gross Taxable Retail Sales (millions) | \$36.7 | \$34.6 | \$43.2 | \$52.8 | \$55.1 | \$55.3 | 0.4% | 25 |
| REGIONAL VISITATION COUNTS | | | | | | | | |
| I-80 UT/WY Traffic Count | 3,962,075 | 4,294,225 | 4,375,525 | 4,731,130 | 4,861,800 | 5,082,625 | 4.5% | |
| Lagoon Amusement Park | 1,100,000 | 1,100,000 | 1,150,000 | 1,210,000 | 1,200,000 | 1,100,000 | -8.3% | |
| Willard Bay S.P. | 311,363 | 276,059 | 300,702 | 307,114 | 340,580 | 302,189 | -11.3% | |
| This Is The Place S.P. | 309,025 | 550,763 | 300,931 | 290,036 | 294,178 | 293,661 | -0.2% | |
| Antelope Island S.P. | 284,171 | 264,315 | 362,128 | 329,751 | 343,410 | 291,163 | -15.2% | |
| Great Salt Lake S.P. | 628,118 | 460,989 | 56,585 | 136,496 | 142,433 | 144,272 | 1.3% | |
| Rockport S.P. | 376,285 | 275,571 | 210,015 | 245,406 | 152,605 | 117,505 | -23.0% | |
| East Canyon S.P. | 110,106 | 92,121 | 83,322 | 87,769 | 99,617 | 105,737 | 6.1% | |
| Golden Spike N.H.S. | 60,484 | 50,989 | 46,203 | 47,012 | 45,273 | 44,510 | -1.7% | |
| Ft. Buenaventura S.P. | 41,038 | 46,866 | 42,813 | 44,217 | 47,441 | 24,154 | -49.1% | |

| Land Ownership - 1999 | | No. of Acres | % Total |
|-------------------------------|--|----------------|---------------|
| Total Acres in County | | 389,688 | 100.0% |
| Federal Government | | 17,751 | 4.6% |
| BLM | | 741 | 0.2% |
| US Forest Service | | 17,010 | 4.4% |
| National Recreation Areas | | -- | -- |
| National Parks | | -- | -- |
| National Wildlife Refuge | | -- | -- |
| USFS & BLM Wilderness Area | | -- | -- |
| Other* | | -- | -- |
| State Government | | 12,403 | 3.2% |
| Utah State Parks & Recreation | | 841 | 0.2% |
| Utah State Wildlife Reserves | | 6,824 | 1.8% |
| State Trust Lands | | 4,739 | 1.2% |
| American Indian | | -- | -- |
| Private** | | 359,534 | 92.3% |

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Morgan County Tourism Profile

